teach yourself
Web Publishing
with HTML 3.2
in a week

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Chapter 7

Using Images, Color, and Backgrounds

If you've been struggling to keep up with all the HTML tags I've been flinging at you over the last couple of days, you can breathe easier: things will be easier today. In fact, today you're going to learn very few new HTML tags. The focus for today is on adding images and color to your Web pages. In this chapter you'll learn about the HTML codes for adding images, color, and backgrounds, in particular:

☐ The kinds of images you can use in Web pages

☐ How to include images on your Web page, either alone or alongside text

☐ How to use images as clickable links

☐ Using external images as a substitute for or in addition to inline images

☐ Providing alternatives for browsers that cannot view images

☐ Image dimensions and scaling, and providing image previews

☐ Changing the font and background colors in your Web page

☐ Using images for tiled page backgrounds

☐ How (and when) to use images in your Web Pages

After this chapter you'll know all there is to adding images to your Web pages. Chapter 8, "Creating Images for the Web," will teach you about the tricks you can do with the images themselves to create different effects on your Web pages.

Images on the Web

Images for Web pages fall into two general classes: inline images and external images. Inline images appear directly on a Web page among the text and links and are loaded automatically when you load the page itself—assuming, of course, that you have a graphical browser and that you have automatic image-loading turned on. External images are images that are not directly displayed when you load a page. They are downloaded only at the request of your reader, usually on the other side of a link. External images don't need a graphical browser to be viewed—you can download an image file just fine using a text-only browser and then use an image editor or viewer to see that image later on. You'll learn about how to use both inline and external images in this chapter.

NEW TERM
> *Inline* images appear on a Web page along with text and links, and are automatically loaded when the page itself is retrieved.

NEW TERM
> *External* images are stored separate from the Web page and are loaded only on demand, for example, as the result of a link.

Regardless of whether you're using inline or external images, those images must be in a specific format. For inline images, that image has to be in one of two formats: GIF or JPEG. GIF is actually the more popular standard, and more browsers can view inline GIF files than JPEG files. Support for JPEG is becoming more widespread but is still not as popular as GIF, and so sticking with GIF is the safest method of making sure your images can be viewed by the widest possible audience. You'll learn more about the difference between GIF and JPEG and how to create images in these formats in Chapter 8. You'll learn more about external images and the formats you can use for them later in this chapter.

For this chapter, let's assume you already have an image you want to put on your Web page. How do you get it into GIF or JPEG format so that your page can view it? Most image-editing

programs such as Adobe Photoshop, Paint Shop Pro, CorelDRAW!, or XV provide ways to convert between image formats. You may have to look under an option for Save As or Export in order to find it. There are also freeware and shareware programs out there for most platforms that do nothing but convert between image formats.

To save files in GIF format, you're looking for an option called CompuServe GIF, GIF87, GIF89, or just plain GIF. Any of these will work. If you're saving your files as JPEG, usually the option will be simply JPEG.

Remember how your HTML files had to have a .html or .htm extension for them to work properly? Image files have extensions, too. For GIF files, the extension is .gif. For JPEG files, the extension is either .jpg or .jpeg; either will work fine.

NOTE

> Some image editors will try to save files with extensions in all caps (.GIF, .JPEG). Although these are the correct extensions, image names, like HTML file names, are case sensitive, and so GIF is not the same extension as gif. The case of the extension isn't important when you're testing on your local system, but it will be when you move your files to the server, so use lowercase if you possibly can.

Inline Images in HTML: The <IMG> Tag

After you have an image in GIF or JPEG format ready to go, you can include it in your Web page. Inline images are indicated in HTML using the <IMG> tag. The <IMG> tag, like the <HR> and <BR> tags, has no closing tag. It does, however, have many different attributes that allow different ways of presenting and handling inline images. Many of these attributes are newer extensions to HTML and may not be available in some browsers. I'll make note of those extensions as you learn about them.

The most important attribute to the <IMG> tag is SRC. The SRC attribute indicates the filename or URL of the image you want to include, in quotes. The pathname to the file uses the same pathname rules as the HREF attribute in links. So, for a GIF file named image.gif in the same directory as this file, you can use the following tag:

```
<IMG SRC="image.gif">
```

For an image file one directory up from the current directory, use

```
<IMG SRC="../image.gif">
```

And so on, using the same rules as for page names in the HREF part of the <A> tag.
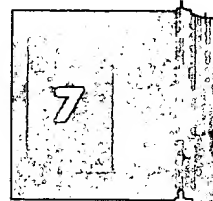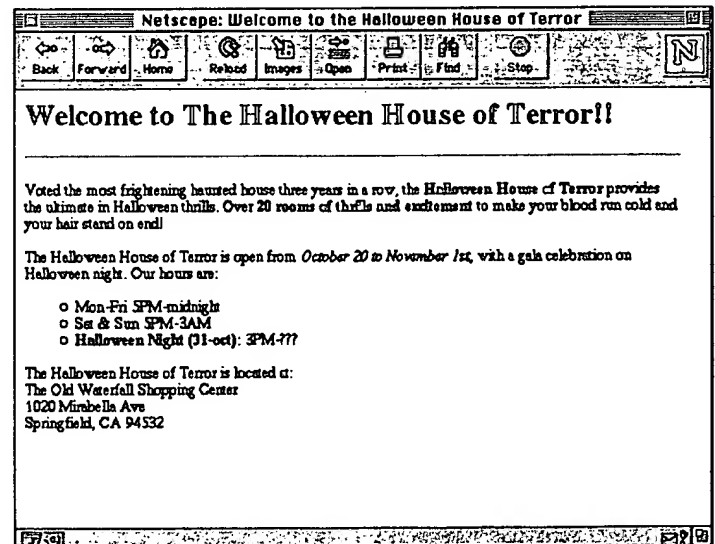
Exercise 7.1: Try it!

Let's try a simple example. Here's the Web page for a local haunted house that happens every year at Halloween. Using all the excellent advice I've given you in the last six chapters, you should be able to create a page like this one pretty easily. Here's the HTML code for this HTML file, and Figure 7.1 shows how it looks so far.

```
<HTML>
<HEAD>
<TITLE>Welcome to the Halloween House of Terror</TITLE>
</HEAD><BODY>
<H1>Welcome to The Halloween House of Terror!!</H1>
<HR>
<P>Voted the most frightening haunted house three years in a row, the
<STRONG>Halloween House of Terror</STRONG> provides the ultimate in
Halloween thrills. Over <STRONG>20 rooms of thrills and excitement</STRONG> to
make your blood run cold and your hair stand on end!</P>
<P>The Halloween House of Terror is open from <EM>October 20 to November
1st</EM>, with a gala celebration on Halloween night. Our hours are:</P>
<UL>
<LI>Mon-Fri 5PM-midnight
<LI>Sat & Sun 5PM-3AM
<LI><STRONG>Halloween Night (31-oct)</STRONG>: 3PM-???
</UL>
<P>The Halloween House of Terror is located at:<BR>
The Old Waterfall Shopping Center<BR>
1020 Mirabella Ave<BR>
Springfield, CA 94532</P>
</BODY>
</HTML>
```

Figure 7.1.
The Halloween House home page.

Netscape: Welcome to the Halloween House of Terror

Welcome to The Halloween House of Terror!!

Voted the most frightening haunted house three years in a row, the Halloween House of Terror provides the ultimate in Halloween thrills. Over 20 rooms of thrills and excitement to make your blood run cold and your hair stand on end!

The Halloween House of Terror is open from *October 20 to November 1st*, with a gala celebration on Halloween night. Our hours are:

- Mon-Fri 5PM-midnight
- Sat & Sun 5PM-3AM
- Halloween Night (31-oct): 3PM-???

The Halloween House of Terror is located at:
The Old Waterfall Shopping Center
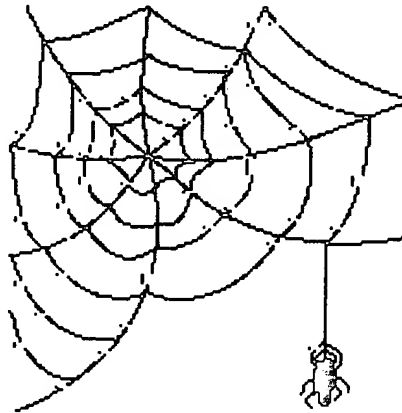1020 Mirabella Ave
Springfield, CA 94532

So far, so good. Now, let's add an image to the page. I happen to have an image of a spider web kicking around in a clip art library (Figure 7.2) that would look excellent at the top of that Web page.

▽ **Figure 7.2.**
The spider web image.

The image is called web.gif and is in GIF format, so it's ready to go into the Web page. Let's say we want to add it to this page on its own line so that the heading appears just below it. We'll add an <IMG> tag to the file inside its own paragraph, just before the heading. (Images, like links, don't define their own text elements, so the <IMG> tag has to go inside a paragraph or heading element.)

```
<P><IMG SRC="web.gif"></P>
<H1>Welcome to The Halloween House of Terror!!</H1>
```

And now, when you reload the halloween.html page, your browser should include the spider web image in the page, as shown in Figure 7.3.

If your image doesn't load (if your browser displays a funny-looking icon in its place), first make sure you've specified the name of the file properly in the HTML file. Image filenames are case-sensitive, so all the uppercase and lowercase letters have to be the same.

If that doesn't work, double-check the image file to make sure that it is indeed a GIF or JPEG image, and that it has the proper file extension.

Finally, make sure that you have image loading turned on in your browser. (The option is called Auto Load Images in both Netscape and Mosaic.)

If one spider is good, two would be really good, right? Try adding another <IMG> tag next to the first one and see what happens:

```
<P><IMG SRC="web.gif"><IMG SRC="web.gif"></P>
<H1>Welcome to The Halloween House of Terror!!</H1>
```
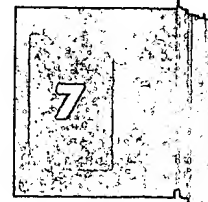
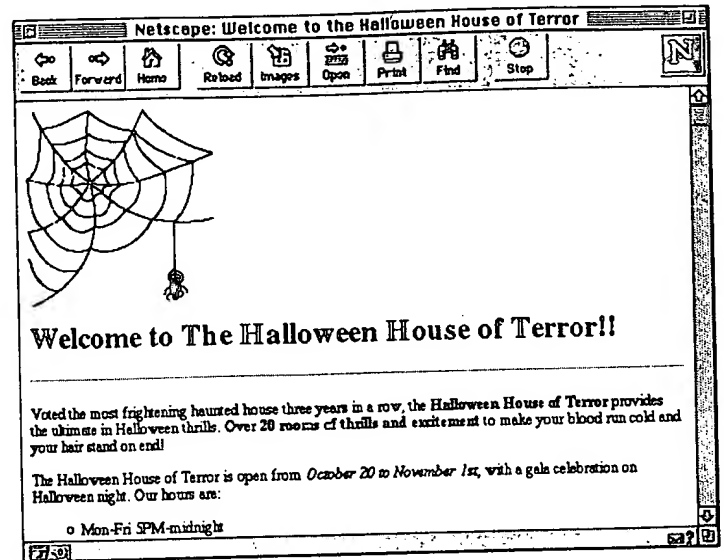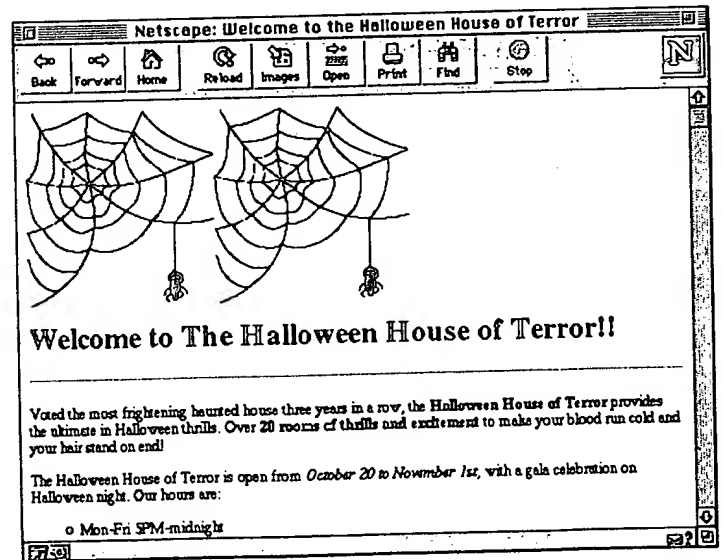**Figure 7.3.**
The Halloween House home page, with spider.

Figure 7.4 shows how it looks in Netscape, with both images adjacent to each other, as you would expect.

Figure 7.4.
Multiple images.

And that's all there is to it! No matter what the image or how large or small it is, that's how you include it on a Web page.

Images and Text

In the previous exercise we put an inline image on a page in its own separate paragraph, with text below the image. You can also include an image inside a line of text. (In fact, this is what the phrase "inline image" actually means—in a line of text.)

To include images inside a line of text, just add the <IMG> tag at the appropriate point, inside an element tag (<H1>, <P>, <ADDRESS>, and so on):

```
<H1><IMG SRC="web.gif">The Halloween House of Terror!!</H1>
```

So, for example, Figure 7.5 shows the difference that putting the image inline with the heading makes. (I've also shortened the title itself.)

Figure 7.5.

The Halloween House page with image inside the heading.
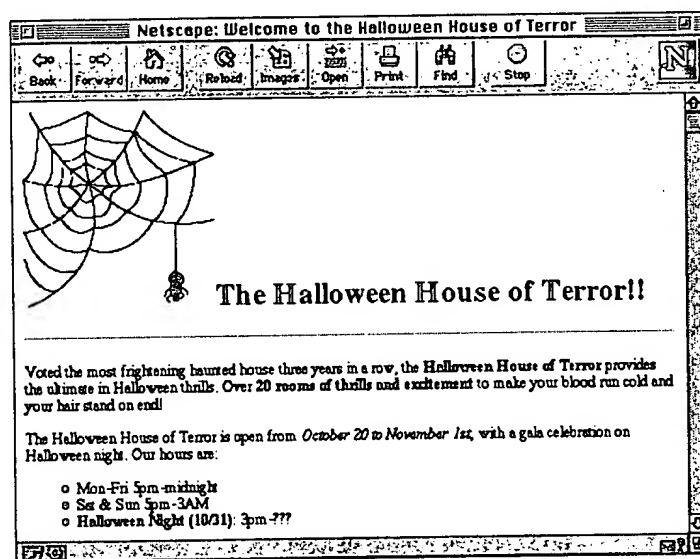
The image doesn't have to be large, and it doesn't have to be at the beginning of the text. You can include an image anywhere in a block of text:

```
<BLOCKQUOTE>
Love, from whom the world <IMG SRC="world.gif"> begun,<BR>
Hath the secret of the sun. <IMG SRC="sun.gif"> <BR>
Love can tell, and love alone,
Whence the million stars <IMG SRC="star.gif"> were strewn <BR>
Why each atom <IMG SRC="atom.gif"> knows its own. <BR>
--Robert Bridges
</BLOCKQUOTE>
```

Figure 7.6 shows how this looks.